

# EXHIBIT B

## MOU 1 - PHEAA Project


- On July 15, 2020, Majority Strategies delivered a proposal to Austin Smith for a public affairs campaign to support his legal work. The proposed budget was \$1,498,925.
  - See Document "MS\_Proposal\_Smith"

**Budget** 📎 5 ▾ +

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**RV** Reid Vineis  
Wed 7/15/2020 2:28 PM 👍 ↶ ↷ ➡ ...

To: Ian Prior <[iprior62077@gmail.com](mailto:iprior62077@gmail.com)>  
Cc: Austin Smith <[aconnellsmith@gmail.com](mailto:aconnellsmith@gmail.com)>; Brett Buerck

 MS\_Proposal\_Smith.pdf  
360 KB ▾

Hi Austin,

Please find our proposal attached.

Take a look and let us know if you want to hop on a call to discuss.

Thanks!

...

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On Jul 15, 2020, at 1:16 PM, Ian Prior <[iprior62077@gmail.com](mailto:iprior62077@gmail.com)> wrote:

**[The sender is located outside of the organization]**  
No prob. Adding Reid who is putting final touches on proposal.

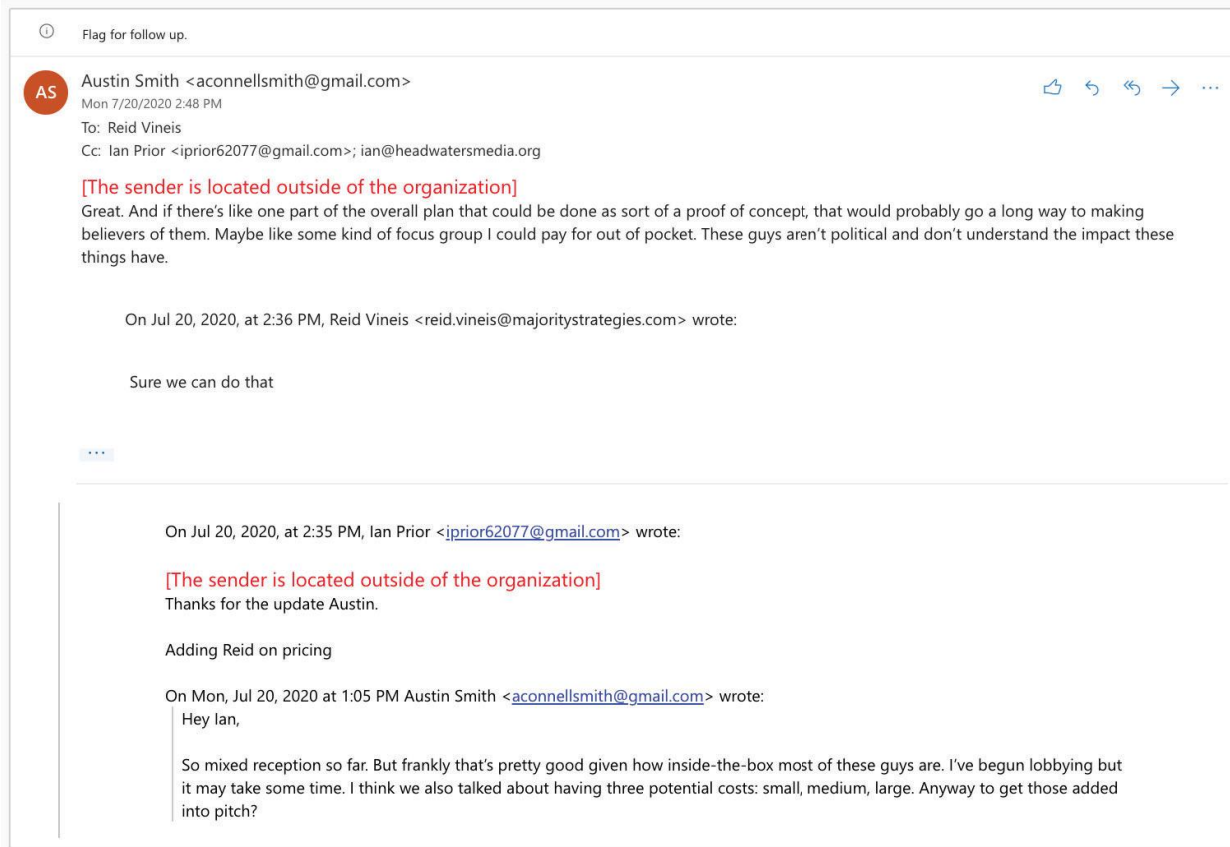
On Wed, Jul 15, 2020 at 1:11 PM Austin Smith <[aconnellsmith@gmail.com](mailto:aconnellsmith@gmail.com)> wrote:

Hey Ian,

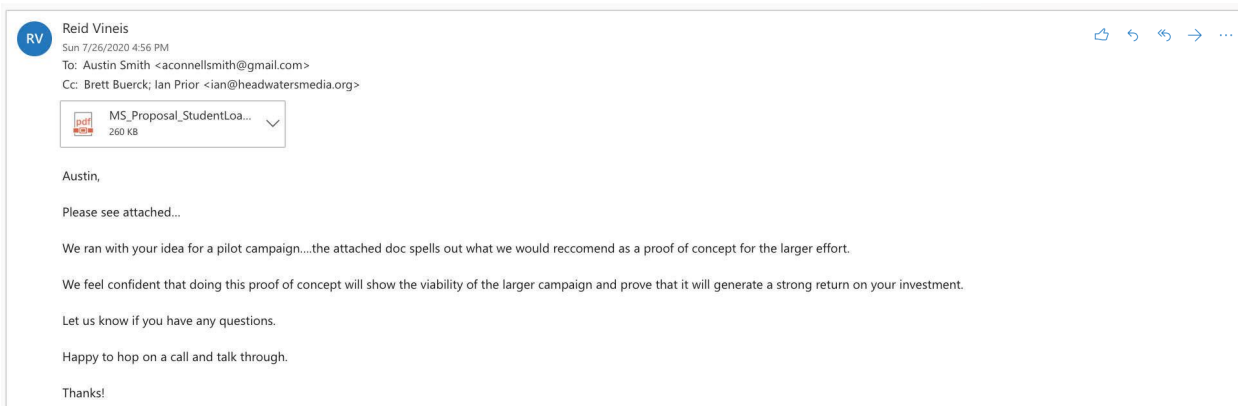
Don't mean to nag, but we have a bi-monthly call at 4 with the folks I'll need to approve this, so if you could get me even a rough draft before then, I can at least plant some seeds. thanks Austin

- On July 20, 2020, Mr. Smith responded to Majority Strategies that he had talked to other attorneys and there was a mixed reaction to the proposal. Mr. Smith suggested that he would pay for a proof of concept campaign himself.

*"And if there's like one part of the overall plan that could be done as sort of a proof of concept, that would probably go a long way to making believers of them. **Maybe like some kind of focus group I could pay for out of pocket.**"*



- On July 26, Majority Strategies sent Mr. Smith a revised proposal.



- On August 13, 2020 Austin Smith asked Majority Strategies for an MOU for our services.

**AS** Austin Smith <aconnellsmith@gmail.com>  
Thu 8/13/2020 4:12 PM  
To: Brett Buerck  
Cc: Reid Vineis; Logan Hemmert; Ian Prior <ian@headwatersmedia.org>

[The sender is located outside of the organization]  
haha, if you have a basic MOU, that would be great...I'll drop in a line I need for ethics reasons...but otherwise don't look to me for contract law advice...I make my living explaining why they shouldn't be enforced...

On Thu, Aug 13, 2020 at 3:18 PM Brett Buerck <brett@majoritystrategies.com> wrote:  
we can send over an MOU ... or, since you all are the legal brains! If you have a standard one you want us to sign, happy to do that

On Aug 13, 2020, at 3:16 PM, Austin Smith <aconnellsmith@gmail.com> wrote:  
[The sender is located outside of the organization]  
Gotcha. Let's just go with student loan defense fund. Thanks.

Do we have a contract for services? I'll need something to pay on for my accountants And ethics if it ever comes up. Thanks

On Aug 13, 2020, at 2:19 PM, Reid Vineis <reid.vineis@majoritystrategies.com> wrote:  
Austin, in the long term I'd say if we go with a name that needs more explaining...that will add probably 10-20% in paid media costs. The reason is because we will then need to get people to understand what the name stands for. The nice thing about "Student Loan Defense Fund" is that it spells out our top messaging in the title. So everytime we're quoted or mentioned it will be quoted as "said Ian Prior a spokesman for the Student Loan Defense Fund." ...and people will immediately get what our group stands for.  
If we go with something more abstract, we then have to explain to people what the group is...which takes more education.

- On August 21, 2020, Mr. Smith provided an update on the campaign and indicated that he had additional funders, Boies Schiller, who would support the campaign.

*"boies Schiller, really likes it and wants to pay half the cost. I hadn't even asked for that but always nice so split the check."*

**RV** Reid Vineis  
Fri 8/21/2020 9:42 AM  
To: Austin Smith <aconnellsmith@gmail.com>

Sounds good!

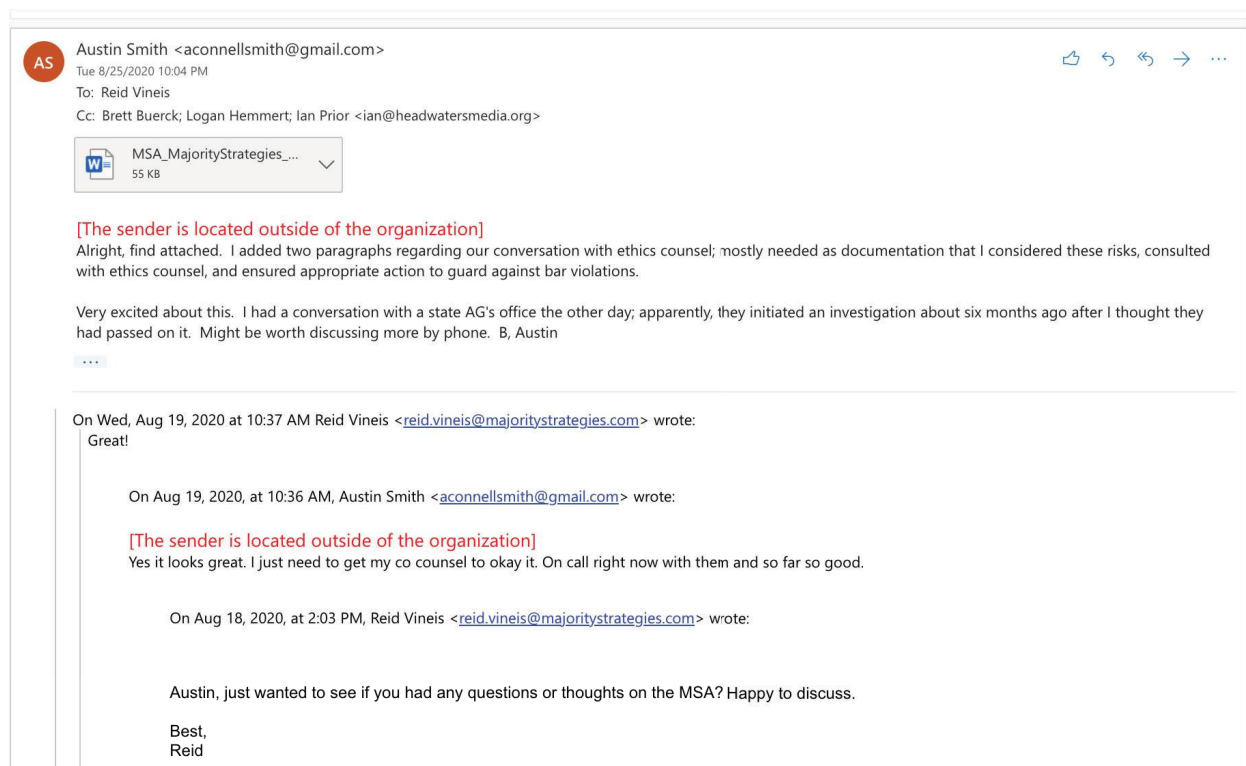
Thanks

From: Austin Smith <aconnellsmith@gmail.com>  
Sent: Friday, August 21, 2020 9:41:09 AM  
To: Reid Vineis <reid.vineis@majoritystrategies.com>  
Subject: Campaign.

[The sender is located outside of the organization]

Sorry for delay. One of the other firms I work with, boies Schiller, really likes it and wants to pay half the cost. I hadn't even asked for that but always nice so split the check. Just give me another day or two. Thanks

- Between August 21 and August 26, Majority Strategies and Mr. Smith communicated about a revised proposed campaign. They agreed on a smaller campaign budget to start of \$50,000.
- On August 26, 2020, Austin Smith signed MOU  
“MSA\_MajorityStrategies\_SmithLawFirm\_8.26.20 SLG Revised and Executed”.



- The MOU was for the following services:
  - Advertising:
    - Digital & Social Media Ads: \$42,250
    - Inclusive of creative development, placement, cost of media, and reporting.
  - Landing Pages (2): \$1,000
  - Administrative:
    - C4 Carrying Costs \$2,500
    - Legal Set Up: \$2,500
    - Legal Ad Review: \$1,750
  - Total Investment: \$50,000

- On November 29, based on discussions with Mr. Smith Majority revised the plan to be for a larger amount: \$149,887.50. Mr Smith said "Love it". After which a call was set up to kick off the campaign and Majority Strategies began work on that larger scope of work for \$149,887.50

On Sun, Nov 29, 2020 at 6:32 PM Reid Vineis <[reid.vineis@majoritystrategies.com](mailto:reid.vineis@majoritystrategies.com)> wrote:

Great...would 6pm et work for everyone?

Thanks

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**From:** Austin Smith <[aconnellsmith@gmail.com](mailto:aconnellsmith@gmail.com)>

**Sent:** Sunday, November 29, 2020 5:35:25 PM

**To:** Reid Vineis <[reid.vineis@majoritystrategies.com](mailto:reid.vineis@majoritystrategies.com)>; Jeremy Zweig <[jeremy@boulderstrategy.com](mailto:jeremy@boulderstrategy.com)>

**Cc:** [chasemartin1@gmail.com](mailto:chasemartin1@gmail.com) <[chasemartin1@gmail.com](mailto:chasemartin1@gmail.com)>; Logan Hemmert <[Logan.hemmert@majoritystrategies.com](mailto:Logan.hemmert@majoritystrategies.com)>

**Subject:** Re: PHEAA public affairs campaign

[The sender is located outside of the organization]

love it....bringing Jeremy into email...he's got relationships with our existing reporters we can try to leverage for national coverage on the blitz...

let's all set up time to chat more tomorrow?

On Sun, Nov 29, 2020 at 2:16 PM Reid Vineis <[reid.vineis@majoritystrategies.com](mailto:reid.vineis@majoritystrategies.com)> wrote:

Austin, Chase,

Please see attached for an updated plan for the PHEAA campaign.

This makes the changes we discussed last week.

Let me know if you have any questions.

Next steps would be to begin to make the email/website changes, as well as starting on ad creative.

Adding in Logan who will be helping to manage this project from our team. Please keep him on emails as he makes sure we're hitting deadlines and moving forward.

Thanks!



12854 Kenan Drive, Suite 145  
Jacksonville, Florida 32258  
Office: 904.567.2008

## MEMORANDUM

TO: Austin Smith, Chase Martin  
From: Reid Vineis, Majority Strategies  
RE: UPDATED Public Affairs Campaign - PHEAA  
Date: November 29, 2020

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Per our conversation, we have revised the public affairs campaign to focus on Pennsylvania Higher Education Assistance Agency (PHEAA).

This includes the following changes:

- Focus on generating communications into PHEAA administrators and board of directors (elected officials)
  - o This will be done by sending users to a website where they can send an email to PHEAA leadership. The email is pre-written. Users just need to put in their contact info and click send. We will get a copy of the correspondence as well as their contact information.
  - o This political pressure will quickly elevate the issue in front of PHEAA's key stakeholders and bring them to the table.
- Changing the website takeovers to focus on Pennsylvania publications instead of national outlets. These are less expensive publications allowing us to take over the 3 largest newspapers in the state for 3 days.
- With that savings from the site takeovers, we re-allocated funds behind the banner ads. We will need the banner ads to drive traffic to the website and to get significant numbers of emails sent into PHEAA.
- Since PHEAA operates as a quasi-governmental agency, our messaging will shift as well. Our messaging now should focus on why an agent of the state of Pennsylvania is making the student debt problem worse and institutionalizing income inequality.
- Example messages could include:
  - o "Get PA out of the Student Debt Business! Sign the Petition"
  - o "Stop Income Inequality. Tell PHEAA to do the right thing!"
- This campaign will run from early December to the middle of January.

## REVISED BUDGET






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Office: 904.567.2018

ITEM	BUDGET
Banner Ads	\$65,000 (est. 3,250-4,500 emails sent into PHEAA) Ads will run to Pennsylvania residents urging them to send an email.
Site Takeover	\$25,000 3 takeovers of PennLive.com (Harrisburg), PostGazette.com (Pittsburgh), Inquirer.com (Philadelphia).
Video Ads	\$25,000 1,000,000 est. impressions Ads geofenced in Harrisburg and targeting legislators/key influencers. Ads will run on YouTube, Roku, on apps/websites (i.e. ESPN.com etc).
Video Production (0:30 video)	\$4,250
PR Consulting (Headwaters)	\$15,000
501c4 Management	5% of funds / \$7,137.50
Legal Fees	\$5,000 est. (billed at cost)
Email Management & Website Edits	\$3,500
<b>TOTAL</b>	<b>\$149,887.50</b>

#### TARGETS:

- James H. Stealey, President & CEO
- Nathan Hench, SVP Strategy & Public Affairs
- Andrew Mehalko, CFO
- Rep. Michael Peifer





**MAJORITY STRATEGIES**

ELECTIONS • ADVOCACY • BRAND

- Senator Wayne D. Fontana
- Senator Ryan Aument
- Senator John P. Blake
- Rep. Mike Carroll
- Rep. Angel Cruz
- Rep. Sheryl M. Delozier
- Senator Arthur Haywood
- Senator Vincent J. Hughes
- Rep. Anita Kulik
- Rep. Steven C. Mentzer
- Senator Kristin Phillips-Hill
- Honorable Roy Reinard
- Senator Mario M. Scavello
- Rep. Curtis G. Sonney
- Chancellor Timothy R. Thyreen
- Robin L. Wiessmann
- Acting Secretary Noe Ortega

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Jacksonville, Florida 32258  
Office 904.567.2008

MAJORITYSTRATEGIES.COM

- Majority Strategies delivered all of these services.
- C4 Carrying Costs and Legal Set up
  - Majority Strategies contracted with the Clark Fork Group to incorporate the Student Loan Defense Fund and to provide a donor disclosure statement.
  - See: *C4 Carrying Costs and Legal Set up SLDF Disclosure Statement*
- Advertising:
  - Majority Strategies delivered all of the advertising as ordered. See "ADVERTISING Digital Report Student Loan Defense Fund.pdf" which is a report showing the metrics of the digital advertising.



### CAMPAIGN SUMMARY

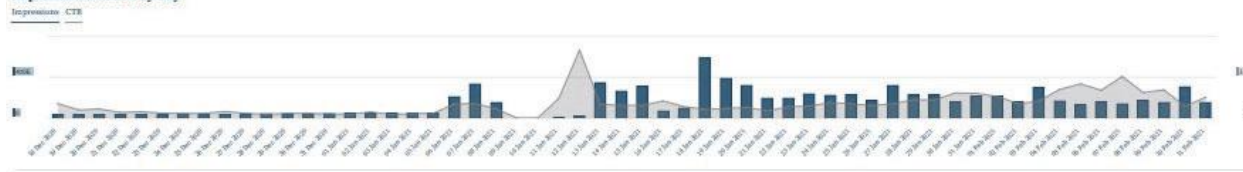
Data From: 18 Dec 2020 - 11 Feb 2021

**Student Loan Defense Fund's** Digital Campaign has delivered **8,305,676 Impressions** and generated **30,354 Clicks** at a **0.37 % Click-Through Rate (CTR)**.

#### Performance by Platform

Icon	Platform	Impressions	Clicks	CTR ↓
	Facebook	87,206	932	1.07 %
	Desktop	6,248,179	23,177	0.37 %
	YouTube	1,595,542	5,658	0.35 %
	Mobile	374,749	587	0.16 %
<b>Total</b>		<b>8,305,676</b>	<b>30,354</b>	<b>0.37 %</b>

#### Impressions and CTR by Day



More specifically we can show the advertising reports directly from the advertising platforms (Facebook, Google, The Trade Desk, YouTube).

Facebook screenshots:

Campaign Name contains sluff

Search and filter

Resource Center

1 Create

Ad

✎ Edit

A/B Test

📄

🔍

Rules

🚨

Campaigns

3 Selected

Ad Sets

11 Selected

Ads

1 Selected

View Setup

Columns: Custom

Breakdown

Reports

On / Off	Campaign Name	Delivery	Bid Strategy	Impressions	Attribution Setting	Results	Reach	Ends	Estimated Ad Recall LTR Rate	Link Clicks	Website Purchases	On-Facebook Purchases
<input checked="" type="checkbox"/>	SLDF_PA_DFLT1_Conversion_Special	OFF	Lowest cost	27,940	28-day click o...	Website Completed Registr...	15	Jan 28, 2021	10,565	258	--	--
<input checked="" type="checkbox"/>	SLDF_PA_DFLT1_Awareness	OFF	Lowest cost	5,078	28-day click o...	Estimated Ad Recall LTR (Pre...	630	Jan 28, 2021	15.80%	2	--	--
<input checked="" type="checkbox"/>	SLDF_PA_DFLT1_Conversion	OFF	Lowest cost	54,188	28-day click o...	Website Completed Registr...	8	Jan 28, 2021	35,816	143	--	--
Results from 3 campaigns				87,206	28-day click o...	--	58,706	--	--	403	Total	Total

Campaign Name contains sluff

Search and filter

Resource Center

1 Create

Ad

✎ Edit

A/B Test

📄

🔍

Rules

🚨

Campaigns

3 Selected

Ad Sets

11 Selected

Ads for 11 Ad Sets

View Setup

Columns: Custom

Breakdown

Reports

On / Off	Ad Name	Ad Set Name	Bid Strategy	Impressions	Last Significant Edit	Attribution Setting	Results	Reach	Quality Ranking Ad Relevance	Engagement Rate Ranking Ad Relevance	Conversion Rate Ranking Ad Relevance	Ends	Estimated Ad Recall LTR Rate	Link Clicks	Website Purchases
<input checked="" type="checkbox"/>	SLDF_FBFLT1_FK1	MS-9983-FCO_SLD_FPA_DFL...	Lowest cost Conversions	5	Jan 7, 2021, 9:43 ...	28-day click o...	Website Completed...	5	--	--	--	Jan 28, 2021	--	--	--
<input checked="" type="checkbox"/>	SLDF_FBFLT1_FK2	MS-9983-FCO_SLD_FPA_DFL...	Lowest cost Conversions	40	Jan 7, 2021, 9:43 ...	28-day click o...	Website Completed...	32	--	--	--	Jan 28, 2021	--	--	--
<input checked="" type="checkbox"/>	SLDF_FBFLT1_FK1	MS-9983-FCO_SLD_FPA_DFL...	Lowest cost Conversions	922	221 days ago	28-day click o...	Website Completed...	681	--	--	--	Jan 28, 2021	16.15%	--	--
<input checked="" type="checkbox"/>	SLDF_FBFLT1_FK1	MS-9983-FCO_SLD_FPA_DFL...	Lowest cost Ad Recall LTR	383	221 days ago	28-day click o...	Estimated Ad Recall...	234	--	--	--	Jan 28, 2021	--	--	--
<input checked="" type="checkbox"/>	SLDF_FBFLT1_FK1	MS-9983-FCO_SLD_FPA_DFL...	Lowest cost Conversions	2,348	221 days ago	28-day click o...	Website Completed...	310	1,964	--	--	Jan 28, 2021	15.78%	2	--
<input checked="" type="checkbox"/>	SLDF_FBFLT1_FK2	MS-9983-FCO_SLD_FPA_DFL...	Lowest cost Ad Recall LTR	17	221 days ago	28-day click o...	Estimated Ad Recall...	13	--	--	--	Jan 28, 2021	7.69%	--	--
<input checked="" type="checkbox"/>	SLDF_FBFLT1_FK2	MS-9983-FCO_SLD_FPA_DFL...	Lowest cost Ad Recall LTR	1,891	221 days ago	28-day click o...	Estimated Ad Recall...	270	1,729	--	--	Jan 28, 2021	15.62%	--	--
<input checked="" type="checkbox"/>	SLDF_FBFLT1_FK2	MS-9983-FCO_SLD_FPA_DFL...	Lowest cost Conversions	15,998	Jan 6, 2021, 4:42 ...	28-day click o...	Website Completed...	12	12,877	--	--	Jan 28, 2021	--	172	--
<input checked="" type="checkbox"/>	SLDF_FBFLT1_FK1	MS-9983-FCO_SLD_FPA_DFL...	Lowest cost Conversions	10,761	Jan 6, 2021, 4:42 ...	28-day click o...	Website Completed...	2	8,462	--	--	Jan 28, 2021	--	74	--
<input checked="" type="checkbox"/>	SLDF_FBFLT1_FK1	MS-9983-FCO_SLD_FPA_DFL...	Lowest cost Conversions	948	221 days ago	28-day click o...	Website Completed...	1	638	--	--	Jan 28, 2021	--	10	--
<input checked="" type="checkbox"/>	SLDF_FBFLT1_FK2	MS-9983-FCO_SLD_FPA_DFL...	Lowest cost Conversions	188	221 days ago	28-day click o...	Website Completed...	154	--	--	--	Jan 28, 2021	--	2	--
<input checked="" type="checkbox"/>	SLDF_FBFLT1_FK2	MS-9983-FCO_SLD_FPA_DFL...	Lowest cost Conversions	53,805	221 days ago	28-day click o...	Website Completed...	5	35,600	--	--	Jan 28, 2021	--	143	--
<input checked="" type="checkbox"/>	SLDF_FBFLT1_FK1	MS-9983-FCO_SLD_FPA_DFL...	Lowest cost Ad Recall LTR	--	221 days ago	28-day click o...	Estimated Ad Recall...	--	--	--	--	Jan 28, 2021	--	--	--
<input checked="" type="checkbox"/>	SLDF_FBFLT1_FK2	MS-9983-FCO_SLD_FPA_DFL...	Lowest cost Ad Recall LTR	--	221 days ago	28-day click o...	Estimated Ad Recall...	--	--	--	--	Jan 28, 2021	--	--	--
<input checked="" type="checkbox"/>	SLDF_FBFLT1_FK1	MS-9983-FCO_SLD_FPA_DFL...	Lowest cost Ad Recall LTR	--	221 days ago	28-day click o...	Estimated Ad Recall...	--	--	--	--	Jan 28, 2021	--	--	--
<input checked="" type="checkbox"/>	SLDF_FBFLT1_FK2	MS-9983-FCO_SLD_FPA_DFL...	Lowest cost Ad Recall LTR	--	221 days ago	28-day click o...	Estimated Ad Recall...	--	--	--	--	Jan 28, 2021	--	--	--
<input checked="" type="checkbox"/>	SLDF_FBFLT1_FK1	MS-9983-FCO_SLD_FPA_DFL...	Lowest cost Conversions	--	221 days ago	28-day click o...	Website Completed...	--	--	--	--	Jan 28, 2021	--	--	--
<input checked="" type="checkbox"/>	SLDF_FBFLT1_FK1	MS-9983-FCO_SLD_FPA_DFL...	Lowest cost Conversions	--	221 days ago	28-day click o...	Website Completed...	--	--	--	--	Jan 28, 2021	--	--	--
<input checked="" type="checkbox"/>	SLDF_FBFLT1_FK1	MS-9983-FCO_SLD_FPA_DFL...	Lowest cost Conversions	--	221 days ago	28-day click o...	Website Completed...	--	--	--	--	Jan 28, 2021	--	--	--
<input checked="" type="checkbox"/>	SLDF_FBFLT1_FK2	MS-9983-FCO_SLD_FPA_DFL...	Lowest cost Conversions	--	221 days ago	28-day click o...	Website Completed...	--	--	--	--	Jan 28, 2021	--	--	--
Results from 22 ads				87,206	28-day click o...	--	58,706	--	--	--	--	403	Total	Total	

Google Screenshots

Ads

+

Ad status: All but removed

ADD FILTER

SEARCH

SEGMENT

COLUMNS

REPORTS

DOWNLOAD

EXPORT

MORE

Ad

Ad group

Status

Ad type

Clicks

Imps

CTR

Conversions

Conv. rate

SLDF\_DF1T1\_320x50.2.gif  
320 x 50

MS-8961-GO\_SLD\_F\_DF1T1\_Display\_Standard

Not eligible  
Campaign ended, Campaign paused

Image ad

79

45,763

0.17%

0.00

0.00%

SLDF\_DF1T1\_B2.gif  
320 x 50

MS-8961-GO\_SLD\_F\_DF1T1\_Display\_Standard

Not eligible  
Campaign ended, Campaign paused

Image ad

71

45,744

0.16%

0.00

0.00%

SLDF\_DF1T1\_GM2.gif  
300 x 250

MS-8961-GO\_SLD\_F\_DF1T1\_Display\_Standard

Not eligible  
Campaign ended, Campaign paused

Image ad

65

28,694

0.23%

0.00

0.00%

SLDF\_DF1T1\_G81.gif  
728 x 90

MS-8961-GO\_SLD\_F\_DF1T1\_Display\_Standard

Not eligible  
Campaign ended, Campaign paused

Image ad

64

24,335

0.26%

0.00

0.00%

SLDF\_DF1T1\_GM1.gif  
300 x 250

MS-8961-GO\_SLD\_F\_DF1T1\_Display\_Standard

Not eligible  
Campaign ended, Campaign paused

Image ad

47

26,131

0.18%

0.00

0.00%

SLDF\_DF1T1\_B1.gif  
320 x 50

MS-8961-GO\_SLD\_F\_DF1T1\_Display\_Standard

Not eligible  
Campaign ended, Campaign paused

Image ad

46

27,646

0.17%

0.00

0.00%

SLDF\_DF1T1\_728x90.gif  
728 x 90

MS-8961-GO\_SLD\_F\_DF1T1\_Display\_Standard

Not eligible  
Campaign ended, Campaign paused

Image ad

42

15,981

0.27%

0.00

0.00%

SLDF\_DF1T1\_GH2.gif  
300 x 600

MS-8961-GO\_SLD\_F\_DF1T1\_Display\_Standard

Not eligible  
Campaign ended, Campaign paused

Image ad

38

4,627

0.82%

0.00

0.00%

SLDF\_DF1T1\_320x50.gif  
320 x 50

MS-8961-GO\_SLD\_F\_DF1T1\_Display\_Standard

Not eligible  
Campaign ended, Campaign paused

Image ad

37

27,859

0.13%

0.00

0.00%

SLDF\_DF1T1\_728x90.2.gif  
728 x 90

MS-8961-GO\_SLD\_F\_DF1T1\_Display\_Standard

Not eligible  
Campaign ended, Campaign paused

Image ad

36

10,913

0.33%

0.00

0.00%

SLDF\_DF1T1\_G82.gif  
728 x 90

MS-8961-GO\_SLD\_F\_DF1T1\_Display\_Standard

Not eligible  
Campaign ended, Campaign paused

Image ad

33

11,036

0.30%

0.00

0.00%

SLDF\_DF1T1\_GH1.gif  
300 x 600

MS-8961-GO\_SLD\_F\_DF1T1\_Display\_Standard

Not eligible  
Campaign ended, Campaign paused

Image ad

24

4,611

0.52%

0.00

+

Ad status: All but removed

ADD FILTER

SEARCH

SEGMENT

COLUMNS

REPORTS

DOWNLOAD

EXPORT

MORE

Ad

Ad group

Status

Ad type

Clicks

Imps

CTR

Conversions

Conv. rate

SLDF\_DF1T1\_728x90.gif  
728 x 90

MS-8961-GO\_SLD\_F\_DF1T1\_Display\_Standard

Not eligible  
Campaign ended, Campaign paused

Image ad

43

15,981

0.27%

0.00

0.00%

SLDF\_DF1T1\_GH2.gif  
300 x 600

MS-8961-GO\_SLD\_F\_DF1T1\_Display\_Standard

Not eligible  
Campaign ended, Campaign paused

Image ad

38

4,627

0.82%

0.00

0.00%

SLDF\_DF1T1\_320x50.gif  
320 x 50

MS-8961-GO\_SLD\_F\_DF1T1\_Display\_Standard

Not eligible  
Campaign ended, Campaign paused

Image ad

37

27,859

0.13%

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SLDF\_DF1T1\_728x90.2.gif  
728 x 90

MS-8961-GO\_SLD\_F\_DF1T1\_Display\_Standard

Not eligible  
Campaign ended, Campaign paused

Image ad

36

10,913

0.33%

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SLDF\_DF1T1\_G82.gif  
728 x 90

MS-8961-GO\_SLD\_F\_DF1T1\_Display\_Standard

Not eligible  
Campaign ended, Campaign paused

Image ad

33

11,036

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0.00

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SLDF\_DF1T1\_GH1.gif  
300 x 600

MS-8961-GO\_SLD\_F\_DF1T1\_Display\_Standard

Not eligible  
Campaign ended, Campaign paused

Image ad

24

4,611

0.52%

0.00

0.00%

SLDF\_DF1T1\_GL2.gif  
336 x 280

MS-8961-GO\_SLD\_F\_DF1T1\_Display\_Standard

Not eligible  
Campaign ended, Campaign paused

Image ad

23

4,412

0.52%

0.00

0.00%

SLDF\_DF1T1\_GL1.gif  
336 x 280

MS-8961-GO\_SLD\_F\_DF1T1\_Display\_Standard

Not eligible  
Campaign ended, Campaign paused

Image ad

17

6,795

0.25%

0.00

0.00%

SLDF\_DF1T1\_G82.gif  
160 x 600

MS-8961-GO\_SLD\_F\_DF1T1\_Display\_Standard

Not eligible  
Campaign ended, Campaign paused

Image ad

9

3,685

0.24%

0.00

0.00%

SLDF\_DF1T1\_G81.gif  
160 x 600

MS-8961-GO\_SLD\_F\_DF1T1\_Display\_Standard

Not eligible  
Campaign ended, Campaign paused

Image ad

5

1,861

0.27%

0.00

0.00%

Total: All but removed ads

637

290,113

0.22%

0.00

0.00%

Total: Campaign

637

290,113

0.22%

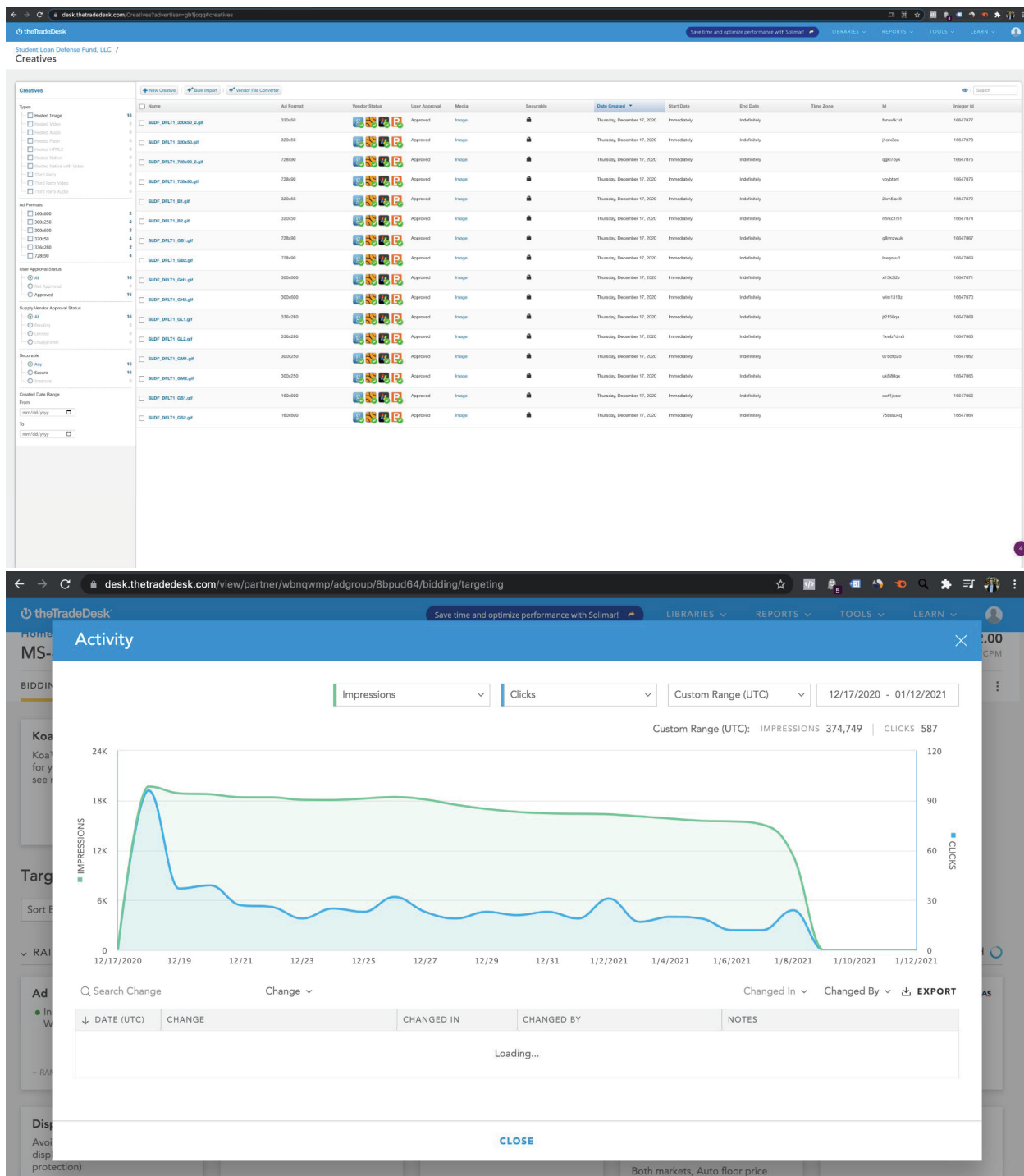
0.00

0.00%

Show rows: 100

1-16 of 16

Trade Desk Screenshots



YouTube Screenshots

The image displays two screenshots of the Google Ads interface, showing campaign performance for the campaign 'SLDF-Digital-30-Debt\_REV\_30s'.

**Top Screenshot:**

- Left Sidebar:** Video campaigns, Enabled, Paused, and Removed, SLDF\_DFLT\_Display\_Standard, SLDF\_DFLT1\_Display\_Smart, SLDF\_DFLT1\_YouTube, MS-8961-YT\_SLDF\_DFLT1\_YouTube, SLDF\_DFLT1\_YouTube\_Conversions, MS-8961-YT\_SLDF\_DFLT1\_YouTube, SLDF\_DFLT2\_Display, SLDF\_DFLT2\_Smart\_Display, SLDF\_DFLT2\_YouTube, MS-9006-YT\_SLDF\_DFLT2\_YouTube\_Geo, MS-9006-YT\_SLDF\_DFLT2\_YouTube\_Retargeting.
- Top Navigation:** Recommendations, Ad groups, Ads & extensions, Extensions, Videos, Landing pages, Keywords, Audiences, Demographics, Placements, Settings, Less, Topics, Locations.
- Table:**

Ad	Ad group	Status	Ad type	Impr.	Views	View rate	Con
SLDF-Digital-30-Debt_REV_30s	MS-8961-YT_SLDF_DFLT1_YouTube	Not eligible Campaign ended, Campaign paused	Skippable in-stream ad	53,073	8,202	15.45%	
Total: All but removed ads				53,073	8,202	15.45%	
Total: Campaign				53,073	8,202	15.45%	

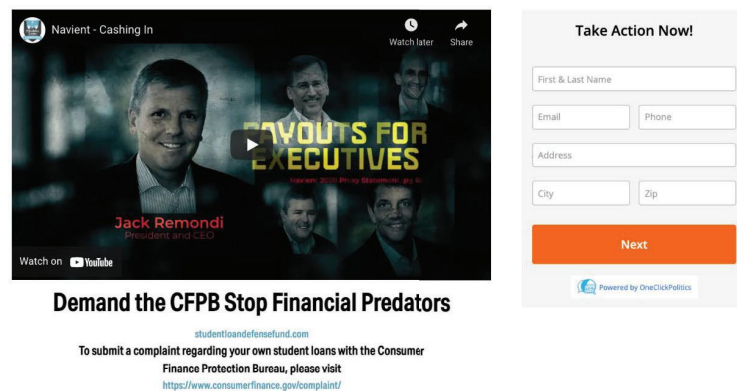
**Bottom Screenshot:**

- Left Sidebar:** Video campaigns, Enabled, Paused, and Removed, SLDF\_DFLT\_Display\_Standard, SLDF\_DFLT1\_Display\_Smart, SLDF\_DFLT1\_YouTube, MS-8961-YT\_SLDF\_DFLT1\_YouTube, SLDF\_DFLT1\_YouTube\_Conversions, MS-8961-YT\_SLDF\_DFLT1\_YouTube, SLDF\_DFLT2\_Display, SLDF\_DFLT2\_Smart\_Display, SLDF\_DFLT2\_YouTube, MS-9006-YT\_SLDF\_DFLT2\_YouTube\_Geo, MS-9006-YT\_SLDF\_DFLT2\_YouTube\_Retargeting.
- Top Navigation:** Recommendations, Ad groups, Ads & extensions, Extensions, Videos, Landing pages, Keywords, Audiences, Demographics, Placements, Settings, Less, Topics, Locations.
- Table:**

Ad	Ad group	Status	Ad type	Impr.	Views	View rate	Con
SLDF-Digital-30-Debt_REV_30s	MS-8961-YT_SLDF_DFLT1_YouTube	Not eligible Campaign ended, Campaign paused	Skippable in-stream ad	458,101	175,497	38.31%	
Total: All but removed ads				458,101	175,497	38.31%	
Total: Campaign				458,101	175,497	38.31%	

- Landing Page
  - Majority Strategies designed and coded the website <https://studentloandefensefund.com/> . It is still live currently (8/20/21)
  - As ordered, the site has 2 pages:
    - <https://studentloandefensefund.com/>
    - <https://studentloandefensefund.com/navient/>





- Majority Strategies also purchased advertising directly on local news websites. We provided the following screenshots to Mr. Smith as evidence that the work was completed.



SUBSCRIBE NEWSLETTERS    ADVERTISE | CLASSIFIEDS | JOBS | E-TRIB    HIGH SCHOOL SPORTS NETWORK    NEIGHBORHOOD NEWS NETWORK

**TRIB LIVE**  
MONDAY, JANUARY 4, 2021

SEARCH THE TRIB  
Western Pennsylvania's trusted news source

LOCAL    SPORTS    NEWS    OPINION    A&E    LIFESTYLES    VIDEO    OBITUARIES

**TELL PHEAA**  
ERASE STUDENT DEBT FROM BANKRUPTCY  
Student Loan DEFENSE FUND

**Sign Up for our email letters**  
1 tag

**Get PA out of the Student Debt Business.**  
1 tag

**SIGN PETITION**

**COVID-19 CASES:** World 85,229,481 (1,845,408 deaths)    U.S. 20,640,214 (351,590)    Pa. 665,097 (16,361)    Allegheny 56,262 (982)    Westmoreland 20,165 (435)

**Pa. will get more covid vaccines this week, availability to general public still 'months' away**

**Westmoreland County reaches 20K covid-19 case mark**

**Hill District residents reported homes shaking, odor after possible explosion**

**What opens Monday as covid restrictions lift**


**SPORTS**  
In farewell, DeVos urges Congress to reject Biden's policies

**TOP STORIES**  
In farewell, DeVos urges Congress to reject Biden's policies

**TV TALK**  
DO YOU HAVE A TIP?








**Get PA out of the Student Debt Business.**  
Student Loan DEFENSE FUND




**35**  
Top



**Get PA out of the Student Debt Business.**

[SIGN PETITION](#)



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**COVID-19 deaths**

By Reuters




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Today's Paper

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**TELL PHEAA**

[SIGN PETITION](#)

## Latest News



### Entertainment

#### "Greenland" brings a new meaning to action movies

By Molly Green



IQAir  
Open

#### #1 Rated Dental Air Purifier

HyperHEPA captures up to 99.5% of airborne bacteria & viruses down to 0.003 microns.

### Entertainment



"Greenland" brings a new meaning to action movies



Sweater Weather: Socially Distanced Holiday Events



Window shop for your next Garces meal through their latest service



Fun things to safely do in Philly this weekend



Making the Pivot the product



### NFL

#### Chiefs shine, athlete-activists take center stage in year of change

By Reuters

Set Weather

PENN L I V E  
Patriot-News

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Top Stories
News
Sports
Life

### Latest

- 24m Is the creepy Burger King mascot on his way out? Brand gets a makeover for 2021
- 33m Michigan Capitol temporarily shut down as state police investigate 'threat'
- 57m Obituaries in The Patriot-News, Jan. 7, 2021
- 1h Wayfair raises its minimum wage to more than double the federal rate
- 1h Chris Christie unloads on Trump after U.S. Capitol attack: 'I am just absolutely sickened'
- 1h Lock Haven University starting spring semester remotely because of COVID-19
- 1h The best new vegetables and fruits of 2021
- 1h Pa. Rep. Conor Lamb accuses members of Congress of repeating

PA POLITICS

## Trump acknowledges defeat after Congress confirms electoral vote

Trump for the first time acknowledged his defeat and announced there would be an "orderly transition on January 20th."

The Associated Press, 4h ago

What is the 25th Amendment? Some suggest invoking it to remove Trump from office.

Advertisement

Get PA out of the Student Debt Business.

SIGN PETITION

2 tags

### Penn State Today

The latest breaking news, recruiting updates and analysis on the Nittany Lions, delivered to your inbox every morning all year long.

Sign up here. >

Get PA out of the Student Debt Business.

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2 tags



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MONDAY, JANUARY 11, 2021

Western Pennsylvania's trusted news source

[LOCAL](#) [SPORTS](#) [NEWS](#) [OPINION](#) [A&E](#) [LIFESTYLES](#) [VIDEO](#) [OBITUARIES](#)

1 tag

1 tag

**COVID-19 CASES:** World 90,045,410 (1,931,571 deaths) U.S. 22,293,281 (373,588) Pa. 720,816 (17,770) Allegheny 60,707 (1,086) Westmoreland 21,853 (481)

**Turnover-prone Steelers bounced from playoffs by big-play Browns**

**Is it just us, or is Pittsburgh cloudy way too often?**

**Pelosi: House 'will proceed' with impeachment of Trump**

**Pedestrian killed, I-70 closed in Washington County crash**

**SPORTS**

**Tim Benz: 'Airing of Grievances' after Steelers suffer humiliating playoff defeat to Cleveland**

**Emotional Ben Roethlisberger sat on bench long after Steelers' loss; was it his last game?**

**TOP STORIES**

Apollo teen songwriter finds success in national competitions

1 injured when Mercedes flips in Pittsburgh's South Side neighborhood

Coronavirus infections top 90 million confirmed cases

Pennsylvania Republicans weigh the party's future post-Trump

Winter storm coats Southern states with blanket of snow

Estimated \$2.4 million renovation in progress at Hartwood Acres stables

From high school dropout to \$3M venture, Derry native launches gamer coaching platform

Trump remains defiant amid calls to resign

Capitol police were overrun, 'left naked' against rioters

**TV TALK**

**DO YOU HAVE A TIP?**  
Click here to email us your news

**Get PA out of the Student Debt Business.**

**SIGN PETITION**

1 tag

**TRIB VIDEOS**

**New York pizza comes to ...**

**EDITOR'S PICKS**

**Rare sunny days wash over Pittsburgh — one of the cloudiest cities in the U.S.**

Doggie desserts: Ben & Jerry's enters the pet food business

A Slice of New York brings Big Apple pizzas to Manor

Trib Total Media announces \$1 million Shop Local Marketing Grant program

From high school dropout to \$3M venture, Derry native launches gamer coaching platform

**ERASE STUDENT DEBT FROM BANKRUPTCY**

**SIGN PETITION**

**Get PA out of the Student Debt Business.**

**SIGN PETITION**

**ERASE STUDENT DEBT FROM BANKRUPTCY**

**SIGN PETITION**

**Turnover-prone Steelers bounced from playoffs by big-play Browns**

**Madden Monday: Mike Tomlin was 'outcoached by someone who wasn't even there'**

**First Call: Deshaun Watson wanted Omar Khan in Houston, Lions trying to lure Kevin Colbert**

**JuJu Smith-Schuster says he doesn't regret 'Browns is the Browns' comment**

**19 Steelers set for unrestricted free agency, including up to 10 starters**

**Penguins proceed with scrimmage while dealing with coronavirus concerns**

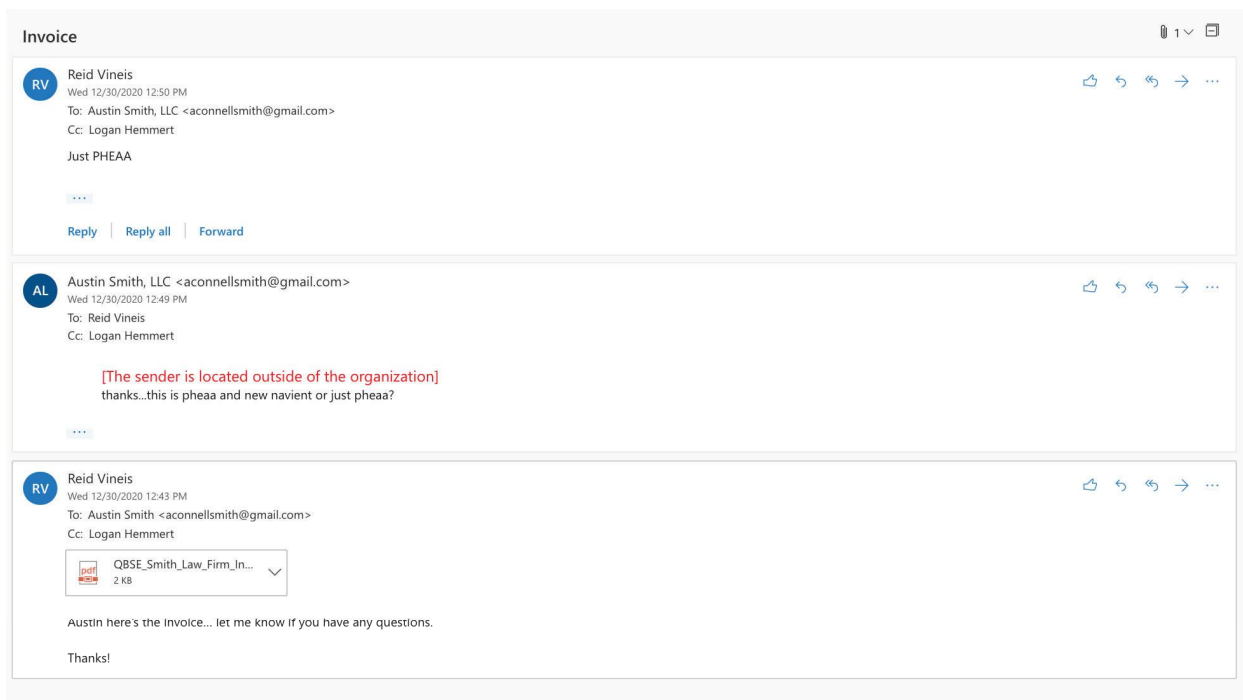
**Drew Brees, Saints pull away for wild-card win over Bears**

**TRIB CLASSIFIEDS**  
Looking for something? Find it here!

**ERASE STUDENT DEBT FROM BANKRUPTCY**

**SIGN PETITION**

- On December 30, Majority Strategies sent Mr. Smith an invoice for MOU 1 (PHEAA). Note the original budget was to be \$149,887.50, but this number was reduced after Mr. Smith began to dispute the invoice and paused the campaign prematurely.



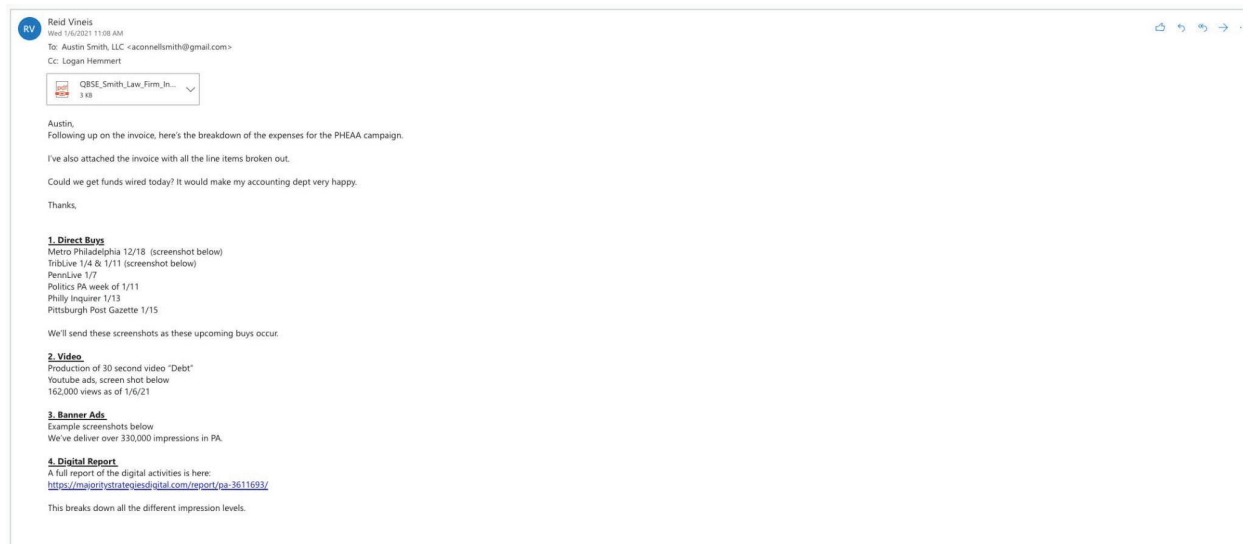
- On January 6, Mr. Smith texted Reid Vineis and said the following:

*“Hey. Im not accusing anyone of anything. But I can’t cut a check without the actual receipts from google/Facebook or having audited records. I mean 10 k sure....but not 150” “All checks*



*out I'll wire tomorrow”*

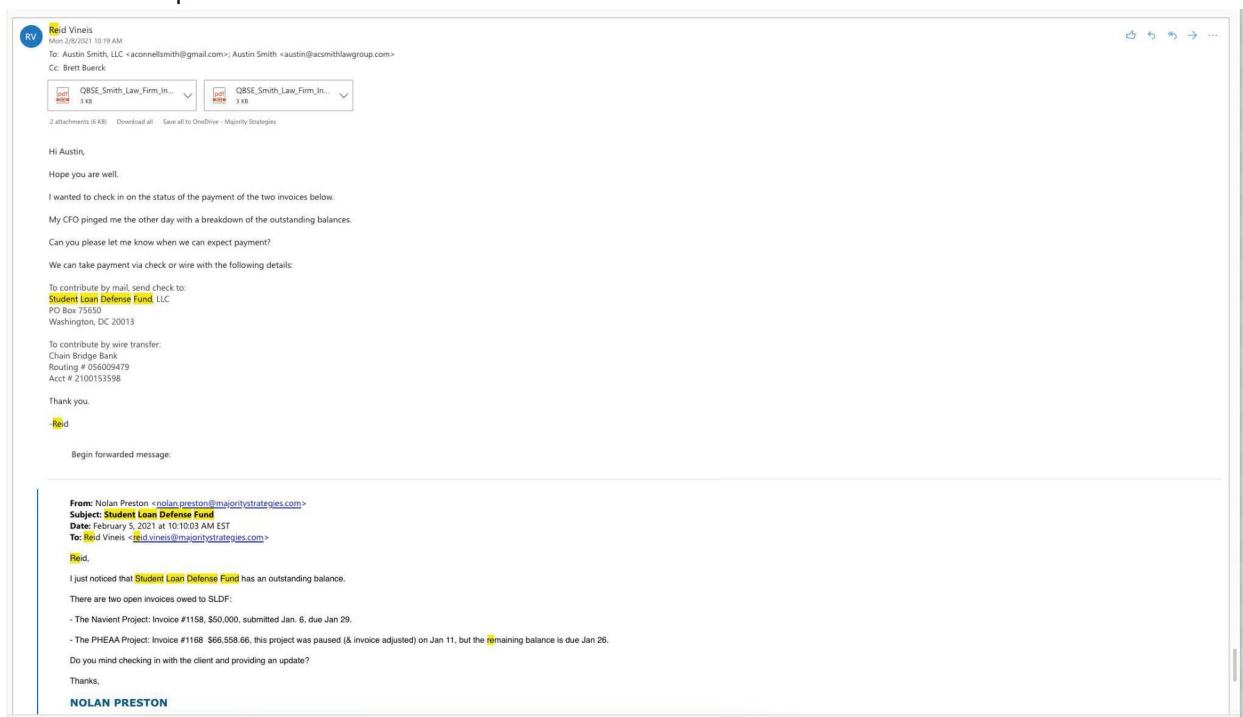
- On January 6, Majority Strategies provided more back up for the invoice per Mr. Smith's text above.



- On January 8, Mr. Smith continued to the invoice saying “So, lets head into mediation. We’ll pay what you’re owed. And not within 24 hours as Reid asked, but in 14 days as the contract says.”



- On January 11, Majority Strategies sent a breakdown of expenses and proof of work that was delivered. We paused all work on MOU 1 (PHEAA Campaign)
- Majority Strategies sent invoices to Mr. Smith on multiple attempts. One of the latest attempts was on 2/8/2021 for these services.





## MOU # 2 Navient Project

- Austin Smith signed an MOU on January 11, 2021 for the service agreement titled "Updated - Navient Public Affairs Campaign". The total scope of services was \$50,000.
  - See "SLDF MOU Navient 1.11.2021 Executed" (MOU)
  - See "Smith Law Firm Signed MOU Email Correspondence 1.11.2021" (email correspondence about MOU)

## Re: SLDF Update

Austin Smith, LLC &lt;aconnellsmith@gmail.com&gt;

Mon 1/11/2021 2:11 PM

To: Reid Vineis &lt;reid.vineis@majoritystrategies.com&gt;

Cc: Alex Mann &lt;alex@acsmithlawgroup.com&gt;; Brett Buerck &lt;brett@majoritystrategies.com&gt;; Logan Hemmert &lt;Logan.hemmert@majoritystrategies.com&gt;

1 attachments (158 KB)

SLDF MOU Navient 1.11.2021 acs signed.pdf;

[The sender is located outside of the organization]

Awesome, attached.

On Mon, Jan 11, 2021 at 2:07 PM Reid Vineis &lt;reid.vineis@majoritystrategies.com&gt; wrote:

Yep just set up

@StudentLoanDF

Email: [info@studentloandefensefund.com](mailto:info@studentloandefensefund.com)

Pass: Stud3nt\$\$

On Jan 11, 2021, at 2:05 PM, Austin Smith, LLC &lt;aconnellsmith@gmail.com&gt; wrote:

[The sender is located outside of the organization]

Great....oh and can we get a twitter handle? I know it won't have any followers, but some folks who have following want to be able to tweet it out.

On Mon, Jan 11, 2021 at 1:22 PM Reid Vineis &lt;reid.vineis@majoritystrategies.com&gt; wrote:

Attached is a new plan for the Navient campaign. The budget is \$50,000.

If we are approved to spend this sum, please sign the attached MOU.

Let me know if you have any questions. We can get ads running ASAP.

Thanks,

- The scope of services was for the following:
  - Banner Ads
  - Direct Ad Buy
  - Video Ads
  - Video Production
  - 501c4 Management
  - Legal Fees

- On January 11th, Smith indicated he was eager to start the program emailing Reid Vineis:
  - "Hey Reid, Just wanted to confirm you think we can get Navient running by tomorrow? Has Autria reached out to politico giy?"
  - See "Screen Shot 2021-08-20 at 2.29.58 PM"



Austin Smith <aconnellsmith@gmail.com>



Mon 1/11/2021 10:07 AM

To: Reid Vineis

[The sender is located outside of the organization]

Hey Reid,

Just wanted to confirm you think we can get Navient running by tomorrow? Has Autria reached out to politico giy?

Majority Strategies LLC  
PO BOX 679219  
Dallas, TX 75267-9219

# Invoice



BILL TO  
Student Loan Defense Fund  
AL

INVOICE #	DATE	TOTAL DUE	DUE DATE	TERMS	ENCLOSED
2021-0023	01/15/2021	\$45,000.00	01/15/2021	Due on receipt	

STRATEGIST  
Brett Buerck

ACTIVITY	QTY	RATE	AMOUNT
Programmatic Ads 14470 - SLDF_DFLT2	1	40,750.00	40,750.00
Video Design Fee 14667 - SLDF_Navient Video Production	1	4,250.00	4,250.00
BALANCE DUE			\$45,000.00

Please ACH or Wire funds to:  
Texas Capital Bank, N.A. Dallas, TX  
Account #: 3111046169 | Routing #: 111017979













Mail checks to:  
PO BOX 679219  
Dallas, TX 75267-9219

Overnight/Courier Address: Send via FedEx using our account #2135-4351-2  
Lockbox Number 679219  
1200 E Campbell RD STE 108  
Richardson, TX 75081

\*\*\*Please reference invoice number(s)\*\*\*

- Majority Strategies delivered all of those services.
- Banner Ads
  - "BANNER ADS Google Ads Screenshot"
    - This is a screenshot from inside the Google Ads platform showing that we delivered all of the advertising ordered. 'Impr.' stands for impressions - the measurement of digital advertising. The thousands of impressions on

this page show we delivered the ads as ordered.

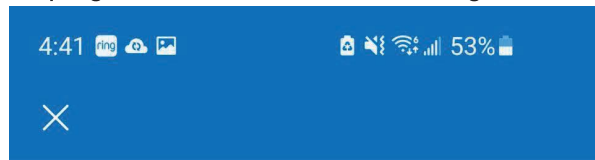
Ads										Custom: Dec 17, 2020 - Feb
Ad status: All but removed ADD FILTER										SEARCH REORDER COLLAPSE REPORTS DOWNLOAD
<input type="checkbox"/>	<input type="checkbox"/>	Ad	Ad group	Status	Ad type	Clicks	Imps	CTR	Conversions	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 Stop Financial Predators +1 more Demand the CFPB stop Navient L... Sign the Petition View asset details	MS-9011-PO-SLDF_DFLT2_Display_Keywords	Not eligible Campaign ended	Responsive display ad	3,366	602,191	0.66%	10.00	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 Stop Financial Predators +1 more Demand the CFPB stop Navient L... Sign the Petition View asset details	MS-9011-PO-SLDF_DFLT2_Display_Audiences	Not eligible Campaign ended	Responsive display ad	2,074	344,106	0.60%	2.00	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 SLDF_DFLT2_GM1.gif 300 x 250	MS-9011-PO-SLDF_DFLT2_Display	Not eligible Ad group paused, Campaign ended	Image ad	513	328,354	0.16%	1.00	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 Stop Financial Predators +1 more Demand the CFPB stop Navient L... Sign the Petition View asset details	MS-9011-PO-SLDF_DFLT2_Display	Not eligible Ad group paused, Campaign ended	Responsive display ad	1,090	276,280	0.39%	0.00	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 SLDF_DFLT2_G81.gif 160 x 600	MS-9011-PO-SLDF_DFLT2_Display	Not eligible Ad group paused, Campaign ended	Image ad	150	193,759	0.08%	0.00	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 Stop Financial Predators +1 more Demand the CFPB stop Navient L... Sign the Petition View asset details	MS-9011-PO-SLDF_DFLT2_Display_Remarketing	Not eligible Campaign ended	Responsive display ad	1,208	164,408	0.73%	5.00	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 SLDF_DFLT2_G81.gif 728 x 90	MS-9011-PO-SLDF_DFLT2_Display	Not eligible Ad group paused, Campaign ended	Image ad	501	156,794	0.32%	0.00	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 SLDF_DFLT2_G81.gif 728 x 90	MS-9011-PO-SLDF_DFLT2_Display_Audiences	Not eligible Campaign ended	Image ad	253	155,919	0.16%	2.00	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 SLDF_DFLT2_B1.gif 320 x 50	MS-9011-PO-SLDF_DFLT2_Display_Audiences	Not eligible Campaign ended	Image ad	169	139,699	0.12%	2.00	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 SLDF_DFLT2_B1.gif 320 x 50	MS-9011-PO-SLDF_DFLT2_Display	Not eligible Ad group paused, Campaign ended	Image ad	205	130,957	0.16%	0.00	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 SLDF_DFLT2_GM1.gif 300 x 250	MS-9011-PO-SLDF_DFLT2_Display_Audiences	Not eligible Campaign ended	Image ad	273	127,982	0.21%	6.00	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 SLDF_DFLT2_GM1.gif 300 x 600	MS-9011-PO-SLDF_DFLT2_Display	Not eligible Ad group paused, Campaign ended	Image ad	151	100,594	0.15%	0.00	

- Direct Ad Buy
  - Direct Ad Buy 1
    - This is a report from Politico showing the number of impressions delivered.

POLITICO						
SLDF Campaign Delivery Report						
POLITICO Education Policy Section Campaign						
Line item	Start Date	End Date	Creative Size	Impressions	Clicks	CTR
Education Policy Section Sponsorship	1/13/2021	1/28/2021	300x250	127,414	177	0.14%
			320x50	69,330	28	0.04%
			300x600	73,275	58	0.08%
			728x90	31,348	11	0.04%
<b>Total</b>				<b>301,367</b>	<b>274</b>	<b>0.09%</b>

- Direct Ad Buy 2

- This is a screenshot of an email from a Politico representative indicating that the campaign “delivered in full” - meaning the order was delivered as



I hope you had a nice weekend! Confirming that SLDF's campaign has delivered in full. Attached you can find a performance report and below are some highlights from the campaign:

- SLDF's banner ads across the Education Policy Section received **301,367 impressions** and **274 clicks**, for an *impressive 0.09% CTR*.
- The 300x250 was the highest performing creative size – it garnered **127,414 impressions** and ended with a high **0.14% CTR**.

Please let us know if you have any questions!

Thanks,  
Briana

**Briana McGowan**

Account Manager, Audience Solutions

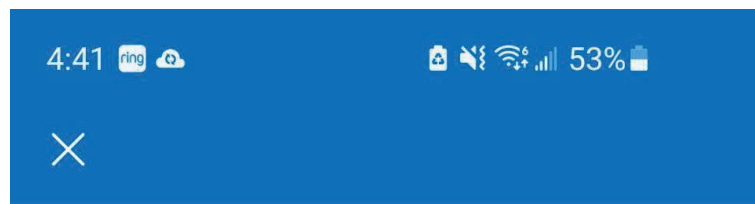
**POLITICO**

1000 Wilson Boulevard, 8<sup>th</sup> Floor | Arlington, VA 22209



planned.

- Direct Ad Buy 3
- This is a 2nd screenshot from the Politico representative.



**From:** Briana McGowan

<[bmcgowan@politico.com](mailto:bmcgowan@politico.com)>

**Sent:** Monday, February 1, 2021, 12:29 PM

**To:** Reid Vineis

**Cc:** Sophie Read; Justin Hacker; Logan Hemmert; Caroline Sullivan

**Subject:** Re: Question

[The sender is located outside of the organization]

Hi Reid,

I hope you had a nice weekend! Confirming that SLDF's campaign has delivered in full. Attached you can find a performance report and below are some highlights from the campaign:

- SLDF's banner ads across the Education Policy Section received **301,367 impressions** and **274 clicks**, for an *impressive* **0.09% CTR**.
- The 300x250 was the highest performing creative size – it garnered **127,414 impressions** and ended with a high **0.14%**



- Video Ads
  - VIDEO ADS SLDF\_DFLT1\_Youtube (1)

- Screenshot of YouTube ad platform

Google Ads

Majority Strategies Digital Mana...>

All ...> SLDF\_D...>

Student Loan D... 294-310-4619

MS-9006-YT\_SLDF\_DFLT2...

SEARCH

REPORTS

TOOLS & SETTINGS

HELP

NOTIFICATIONS

540-262-3050 Majority Str

jeremy.eaton@majoritystr

All campaigns

Display campaigns

Video campaigns

Enabled, Paused, and Removed

SLDF\_DFLT\_Display\_Standard

SLDF\_DFLT1\_Display\_Sma

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SLDF\_DFLT1\_Youtube

SLDF\_DFLT1\_Youtube\_Con

versions

SLDF\_DFLT2\_Display

SLDF\_DFLT2\_Smart\_Displa

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SLDF\_DFLT2\_Youtube

MS-9006-YT\_SLDF\_DFLT2\_Youtube\_G

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MS-9006-YT\_SLDF\_DFLT2\_Youtube\_R

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Overview

Recommendations

Ads & extensions

Ads

Extensions

Videos

Landing pages

Keywords

Audiences

Demographics

Placements

Settings

Less

Topics

Devices

Advanced bid adj.

Change history

Enabled

Status: Not eligible

Type: Skippable in-stream

Start and end date: Jan 11, 2021 - Feb 12, 2021

More details

Custom Dec 17, 2020 - Feb 13, 2021

Ad status: All but removed

ADD FILTER

Ad

Status

Ad type

Impr.

Views

View rate

Conversion

Conv. ra

SLDF-Digital-30-Cashing In\_30s

Not eligible Campaign ended

Skippable in-stream ad

10,274

2,130

20.73%

5.00

0.13

SLDF-Digital-30-Cashing In\_2\_30s

Not eligible Campaign ended

Skippable in-stream ad

10,236

2,042

19.95%

2.00

0.05

Total: All but removed ads

20,510

4,172

20.34%

7.00

0.09

Total: Ad group

20,510

4,172

20.34%

7.00

0.09

Reporting is not real-time. Time zone for all dates and times: (GMT-04:00) Eastern Time. Learn more

Some inventory may be provided through third party intermediaries.

You'll see Media Rating Council (MRC) accreditation noted in the column header's hover text for accredited metrics.

Get the Google

https://ads.google.com/aw/ads?campaignid=12054383034&adgroupid=116596727695&ocid=612685805&authuser=18\_u=3945440700&c=9945992826

- Video Production

- "VIDEO PRODUCTION SLDF\_CashingIn\_v4[2].mp4"



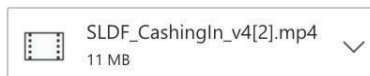
- This is the 30 second video that our team produced and delivered to Austin Smith.



Reid Vineis

Tue 1/5/2021 8:44 AM

To: Austin Smith, LLC <aconnellsmith@gmail.com>



Begin forwarded message:

...

**From:** Reid Vineis <reid.vineis@majoritystrategies.com>

**Subject:** Navient video

**Date:** January 4, 2021 at 8:29:13 AM EST

**To:** "Austin Smith, LLC" <aconnellsmith@gmail.com>, Jeremy Zweig <jeremy@boulderstrategy.com>, Autria Lindsay <autria@headwatersmedia.org>

**Cc:** Logan Hemmert <Logan.hemmert@majoritystrategies.com>

Morning team,

Here's the draft video of the new Navient spot.

Let me know what you think.

Will run by Seth too, but wanted you to get first look.

Thanks!

- VIDEO PRODUCTION Screen Shot 2021-08-20 at 2.24.24 PM
  - This is a screenshot of an email showing the video was delivered to Austin Smith on January 4th and again on January 5th.
- 501c4 Management
  - This fee was to be 5% of all funds deposited. No funds were ever deposited because Mr. Smith never paid his bills.
  - Management included creation of the legal entity, Student Loan Defense Fund, payment of subcontractors, taxes, and accounting.
- Legal Fees